

2004 ANNUAL EEO PUBLIC FILE REPORT

Call Sign of Station(s): WMAQ-TV and WSNS-TV

List all full-time job vacancies filled by any station covered by this report in the past year (August 2003 – July 2004):¹

WMAQ:

Anchor/Reporter (4)
Finance Director (1)
VP Creative Services (1)
News Director (1)
Sales Account Executive (2)
Executive Producer (1)
Senior Producer (1)
Investigative Producers (2)
National Sales Mgr (1)
Local Sales Manager (1)
Manager B'Cast Operations & EHS (1)
Assignment Editor (1)
Customer Service Representative (1)
Manager Creative Services (1)

WSNS:

Director, Creative Services (1)
Community Relations Manager (1)
Writer/Producer/Editor (1)
Assignment Desk Editor (1)
Anchor/Reporter Sports (1)
General Manager (1)
Writer (1)
Account Executive (4)

- 1.) For each vacancy listed, attach to this report the relevant Recruitment Source Data Form.***
- 2.) In total, how many interviewees did the station (or station group) interview for all of the full time job vacancies identified in Question 1? There were a total of 127 interviewees interviewed for all the full-time job vacancies identified above.**
- 3.) In total, how many persons interviewed by the above listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.**

¹ In accordance with current FCC policies, employees associated with a joint sales agreement for another in-market station have not been included on this report.

| Name of Recruitment Source | Total Number of Interviewees Referred During Year |
|--|---|
| America's Job Bank | 0 |
| Asian American Journalist Association | 0 |
| American Women in Radio & TV | 0 |
| Columbia College Chicago | 0 |
| Illinois Dept of Rehabilitation Services | 0 |
| Foundation for Minority Interests in Media, Inc | 0 |
| Hispanic Alliance for Career Enhancement | 0 |
| Veterans Outreach Program of IL | 0 |
| Latino Committee on the Media (Spanish Coalition for Jobs) | 2 |
| Medill School of Journalism | 0 |
| Chicago Association of Hispanic Journalist | 0 |
| Native American Journalist Association | 0 |
| National Association of Black Journalists | 1 |
| The National Lesbian & Gay Journalist Association | 0 |
| Society of Broadcast Engineers, Inc | 0 |
| National Academy of TV Arts & Sciences – Chicago Chapter | 0 |
| Broadcasting & Cable | 0 |
| Spots N Dots | 0 |
| Graeme Newell's Marketing Ideanet | 1 |

4.) Please summarize the station's (or station group's) broad recruitment outreach initiative during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature of each initiative.

WMAQ-TV and WSNS-TV are committed to diversity and equal employment and as such have conducted broad outreach over the last year. The Stations' outreach efforts included the following.

Job Fair Participation. WMAQ -TV and WSNS-TV participated in the following fairs:

National Association of Black Journalists 2003 Convention and Career Fair, August 2003

Hispanic MBA Conference, November 2003: Sandra Hasan, HR Director WSNS-TV

Medill College of Journalism Career Fair: April 2004, Brenda Shields, HR Director, WMAQ-TV

Illinois Broadcasters Association Conference and Career Fair, July 2004: Brenda Shields, HR Director WMAQ-TV, Janet Garcia, HR Coordinator, Hilda Rodriguez, Scheduling Coordinator

WMAQ-TV and WSNS-TV partnered with the Spanish Coalition for Jobs and the Human Resources Directors for the station conducted Interview Skills Workshop & Mock Interviews for their students - October 2003 B. Shields & S. Hasan

Internship Program. WMAQ-TV and WSNS-TV both maintain an established internship program designed to give exposure to college students about careers in the broadcast industry. During this FCC reporting period 59 students participated in the program during the fall, winter, spring and summer sessions. Program Manager – S. Hasan; Writing Clinic offered to strengthen skills, August 2003 – Renee Ferguson, WMAQ Investigative Reporter.

Job Postings. In addition to the recruitment sources identified on Exhibit A, WMAQ-TV and WSNS-TV both post all open positions on www.nbcjobs.com, www.gecareers.com and America's Job Bank which are national job posting websites.

Emma Bowen Foundation for Minority Interests in Media. WMAQ-TV and WSNS-TV both participate in the Emma Bowen Foundation internship program, a broadcasting industry scholarship program, designed to provide part-time jobs and learning experiences to high school and college students. In this program students are paid for the work they complete plus receive matching dollars from the stations designed to assist them with their academic costs. Presently there are 4 students enrolled in this program. Program Manager – S. Hasan

Employee Training. Conducted Tease Seminar for newsroom producers and Creative Services writer/editors – Camille Edwards, News Director. Writing Seminar conducted for WSNS employees, July 2003 – Pointer Institute; in partnership with GE Hispanic Forum conducted career development workshops on Performance Management, November 2004 and Strategic Thinking, February 2004 – B. Shields & S. Hasan

Community Group Sponsored Activity Participation. Participated in Junior Achievement Day at Sojourner Truth, June 2004; B. Shields, Lora Lesage, Special Project Producer, V. Tierney, Account Executive.